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Self-Promotional Website http://web.utk.edu/~mjarrell

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UNIVERSITY HONORS PROGRAM

SENIOR PROJECT - APPROVAL

Name: Mark W. Jarrell

College: Communications  Department: Advertising

Faculty Mentor: Dr. Sally McMillan

PROJECT TITLE: Self-Promotional Website

http://web.utk.edu/~mjarrell

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: _____________________________, Faculty Mentor

Date: ______/____/____

Comments (Optional):
Self-Promotional Web Site

http://web.utk.edu/~mjarrell

Mark W. Jarrell

Senior Honors Project

2 May 2002

Under the supervision of:

Dr. Sally J. McMillan
INTRODUCTION

In today’s fast-paced world of global communications, use of the Internet has become a part of America’s daily routine. For many Americans, the Internet is more important as a source of information than any traditional medium. Nielsen-Netratings.com reports that in February of 2002, Americans spent 9:35:57 on average per month online, generating 773 average page views per month. The ever-growing popularity of the Internet, and its inherent tendency to fragment audiences, makes it a wonderful medium for the advertising industry to utilize in order to convey messages to well-targeted audiences.

The idea behind this project was to create from scratch a type of website somewhat unfamiliar to the general consumer, but useful for advertising professionals. This website was meant to be a sort of online portfolio. It is referred to as a self-promotional website.

STATEMENT OF PURPOSE

This senior honors project consists of the creation and maintenance of a self-promotional website. The project has three primary purposes: 1) to assist the designer in the learning process of various web design programs, 2) to display that knowledge and experience to potential employers, and 3) to present other useful data and skills. Although the designer is interested in quite possibly pursuing a career that deals with advertising web design, the project also fits very well with his interest in designing for personal projects.
TOOLS USED FOR CREATION OF THE WEB SITE

The software programs required to complete this project included Adobe Photoshop, Macromedia Dreamweaver, Adobe Illustrator, Adobe Acrobat, Microsoft Word, and Quicktime Pro. All were used heavily in order to create the web site. Adobe Photoshop and Illustrator are two graphic design programs that have become standard in the advertising industry over the last decade. While Illustrator aids in the creation of vector (mathematically based & computer-generated) graphics, Photoshop is very helpful in working with bitmap (or scanned) images. Quicktime technology has been used in bringing some multimedia elements to the site. Specifically, some video samples have been embedded into the pages of the site in order to add that information to the online portfolio body of work. Adobe Acrobat and Microsoft Word software have been utilized in order to bring standard typed information to site visitors, as well as to make downloading of that information as efficient as possible. Dreamweaver, the primary program used in the layout of the site, is what is commonly called a WYSIWYG editor. (WYSIWYG stands for “What You See Is What You Get” and is pronounced “wizeewig.”) It is a program that lets designers make web pages without going through the trouble of hand-coding them in HTML. It lets editors put web pages together by dragging images around a page, typing in regular text, choosing background colors from a palette, etc. It allows for efficient page layout and the program translates the work into HTML for the designer.

Many alterations to the site and its layout were made in order to allow for use by as many editions of Internet browsers as possible, as well as to allow for both Macintosh and PC usage. The primary target market for the site was expected to most often be using
the newest version of Internet Explorer, so particular focus was given to that browser edition.

DESCRIPTION OF SITE

The basic layout of the site was designed using Dreamweaver to create a template on which each individual page is based. There is, therefore, a great deal of consistency between the layouts of each of the pages. The basic page has graphic elements at the top to provide a general theme and tone to the site, a navigational menu to the lower left, and individual page content placed at the lower right. An email link is also placed at the lower right corner of each page.

Site visitors may navigate around to different sections of the site by using the graphic navigational menu on the left portion of each page. They simply click on the appropriate word or phrase, and they are redirected to the relevant page. They may return to the main page at any time by clicking the word “MAIN” within this menu.

Within the different sections of the site that are accessible from the navigation menu, there are many different types of information available (all of which are categorized). A few of the categories included are: UTK advertising pieces such as media plans and campaigns designed during coursework with the Department of Advertising, multimedia works such as short videos created in the Media Arts Department, and resumes. There are eleven total categories of information. All information in the site was created by the designer and acts as an online portfolio.

FUTURE SITE DEVELOPMENT

As with many of the projects created in the UT Honors Program, this site and the knowledge acquired through its creation will be extremely useful to the designer even
after graduation. Regular maintenance of the site will therefore continue after the site’s original completion date. One change that will be coming up in the very near future will be the move from the current domain. Since the designer will not be able to maintain the site on the UTK server after graduation, the information will need to be moved to a new domain. The web space will likely be paid for privately by the designer. There will also be the need to forward the new web address on to the Honors Program as well as to the advisor for the project.
A website for people in a demographic who know what demographics are.
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Main
Visual Portfolio
Graphic Works
Print Executions
Multimedia Works
Written Portfolio
UTK Advertising
Literary Works
About the Designer
Biographical Data
Resume
Additional Information
Project Abstract
Copyright Issues
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Updates